



Urban Design Element

Goals and Policies

COMMUNITY OPEN HOUSE

January 30, 2010

Comments Worksheet

Goals

- Promote a built environment that respects the physical, historic and cultural character.
- Encourage a healthy, safe, secure and attractive urban environment through design and implementation.
- Enhance the public realm.
- Encourage a pattern and scale of development that respects the community character and supports the diverse needs of the community.
- Enhance and create focal points.
- Reconnect the community of Barrio Logan with the San Diego Bay waterfront and surrounding communities of Logan Heights, National City, and Downtown San Diego.
- Strengthen Barrio Logan's identity as a local cultural and arts center through the use of public art and live/work space for artists.
- Improve the visual aesthetics along transportation corridors.

The goals for the Urban Design Element reflect the community's input. (circle one)

5

Agree

4

3

Somewhat Agree

2

1

Disagree

Please share any comments:

4.1 Policies - *Architecture and Building Design*

- Design buildings that contribute to a positive neighborhood character and relate to neighborhood and community context.
- Create street frontages with architectural and landscape interest to provide visual appeal to the streetscape and enhance the pedestrian experience.

Guidelines

- o Relate architecture to San Diego's unique climate and topography.
- o Encourage designs that are sensitive to the scale, form, rhythm, proportions, and materials in proximity to commercial areas and residential neighborhoods that have a well established, distinctive character.
- o Provide architectural features that establish and define a building's appeal and enhance the neighborhood character.
- o Encourage the use of materials and finishes that reinforce a sense of quality and permanence.
- o Provide architectural interest to discourage the appearance of blank walls for development. This would include not only building walls, but fencing bordering the pedestrian network, where some form of architectural variation should be provided to add interest to the streetscape and enhance the pedestrian experience. For example, walls could protrude, recess, or change in color, height or texture to provide visual interest.
- o Design building wall planes to have shadow relief, where pop-outs, offsetting planes, overhangs and recessed doorways are used to provide visual interest at the pedestrian level.
- o Design rear elevations of buildings to be as well-detailed and visually interesting as the front elevation, if they will be visible from a public right-of-way or accessible public place or street.
- o Acknowledge the positive aspects of nearby existing buildings by incorporating compatible features in new developments.
- o Maximize natural ventilation, sunlight, and views.
- o Provide convenient, safe, well-marked, and attractive pedestrian connections from the public street to building entrances.
- o Design roofs to be visually appealing when visible from public vantage points and public rights-of-way.
- o Relate buildings to existing and planned adjacent uses.
- o Ensure that building entries are prominent, visible, and well-located.
- o Maintain existing setback patterns, except where community plans call for a change to the existing pattern.
- o Minimize the visual impact of garages, parking and parking portals to the pedestrian and street façades.

continued...

The Urban Design policies and guidelines at left reflect the community’s input. (circle one)

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| 5 | 4 | 3 | 2 | 1 |
| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

4.1 Policies - *Safety and Security*

- Incorporate Crime Prevention Through Environmental Design (CPTED) measures, as necessary, to reduce incidences of fear and crime, and design safer environments.

Guidelines

- o Porches, stoops, windows, doors, and other pass-throughs should be oriented onto common courtyard space and streets to ensure “eyes on the space”.
- o Primary building entrances should be oriented to the street and provide accessibility by a walkway.
- o Adequate lighting at a pedestrian scale should be incorporated into streetscapes.
- o Low-transparency fencing or vegetation that would obscure views into properties from streets or vice-versa are discouraged.
- o Security gates should be retractable in a roll-up apparatus above entrances/windows.

The above Urban Design policies and guidelines reflect the community’s input. (circle one)

5
Agree

4

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Somewhat Agree

2

1
Disagree

Please share any comments:

4.1 Policies - *Sustainable Neighborhood Environment*

- Create a sustainable Barrio Logan through the use of sustainable building and landscaping practices.

Guidelines

- o “Green” roofs, rooftop gardens, and solar panels should be installed on larger-scale buildings.
- o Rain gardens are recommended within new developments.
- o Light colored roofing materials should be used to reduce the urban heat island effect.
- o Recycled and/or sustainable materials are encouraged in appropriate locations.
- o Operable ground-floor windows are encouraged in residential and commercial buildings to reduce reliance on air conditioning.
- o Drought-tolerant plants, xeriscape, decomposed granite, and edible landscaping are encouraged to replace grass medians or parkway strips while retaining permeability.
- o Lawns in private courtyards should be planted to encourage minimal water use and encouraging permeability.

The above Urban Design policies and guidelines reflect the community’s input. (circle one)

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| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

4.1 Policies - *Views*

- Protect view corridors toward San Diego Bay and Downtown San Diego.

Guidelines

- o Buildings along Sampson Street should be set back a minimum of 15 feet from the back edge of the sidewalk to frame views toward San Diego Bay.
- o Buildings along Cesar E. Chavez Parkway should be set back five feet from the current back edge of the sidewalk to accommodate a minimum sidewalk width of 15 feet to preserve views toward San Diego Bay and allow for enhanced pedestrian amenities.
- o Buildings along National Avenue, Main Street, and Newton Avenue northwest of the Coronado Bridge should be set back five feet from the current back edge of the sidewalk to accommodate a minimum sidewalk width of 15 feet to preserve views toward Downtown and allow for enhanced pedestrian amenities.
- o Buildings constructed in the westernmost portions of the community near Harbor Drive should not be built so as to block existing or potential views of the ocean/bay.
- o View corridors to San Diego Bay along Beardsley, Cesar E. Chavez, Evans, Sampson, and Sicard should be preserved by avoiding tree species that would obstruct views.
- o Windows in buildings where water views are possible should be oriented to maximize views and allow for natural cross-ventilation from marine air.

The above Urban Design policies and guidelines reflect the community's input. (circle one)

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| 5 | 4 | 3 | 2 | 1 |
| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

4.1 Policies - *Healthy Environment*

- Support a healthy environment through designs that promote walkability, public health, and environmental justice.

The above Urban Design policy reflects the community's input. (circle one)

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| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

4.1 Policies - *Boston/National Green Street*

- Construct the Boston/National Avenue “green street” to serve as a community amenity, beautifying an important street through environmentally-sustainable improvements.

Guidelines

- o Water-saving techniques are encouraged to support a well-landscaped street complete with trees, perennial or annual flora/vegetation, and/or demonstration spaces for edible landscaping.
- o Water detention basins should be used in bulbouts/street planter bays to capture street runoff for natural irrigation and to filter stormwater before entering the sewer system.
- o Multiple modes of transportation, including buses, bicycles, pedestrians, and automobiles should be safely and adequately accommodated.

The above Urban Design policy and guidelines reflect the community’s input. (circle one)

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| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

4.1 Policies - *Retail/Commercial Buildings*

- Encourage new commercial development to embrace pedestrian-oriented design principles.

Guidelines

- o Prohibit new drive-through operations for commercial uses.
- o Prohibit new surface parking lots in front of primary building facades. Parking and/or access should be provided to the side of the building or from the alley behind/next to the building.
- o Buildings should be built to the sidewalk edge except where a minor setback is needed or desired to accommodate street vending, dining, or other activities that support street life.

The above Urban Design policy and guidelines reflect the community’s input. (circle one)

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| 5 | 4 | 3 | 2 | 1 |
| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

4.2 Area-Specific Policies - *Focus Area 1*

Residential and Mixed-Use Buildings Context

Policy

- Design new multi-story housing and mixed-use buildings to respect and engage with the surrounding context.

Guidelines

- o All new buildings should incorporate transparent, active ground-floor entrances to residences, businesses, or other uses (stoops, doors, windows, etc.) to support the urban street environment.
- o Floors above the fourth story should be stepped back to reduce the apparent height from street level. Decks or patios are permitted to occupy the setback space.

Residential and Mixed-Use Buildings Architecture

Policy

- Ensure façade articulation to give the appearance of many smaller buildings.

Guidelines

- o Large-footprint buildings should avoid long, continuous or monotonous facades.
- o Upper floors should provide ample, predictable façade rhythm and fenestration broken up by varying façade elements to create the illusion of a cluster of smaller-footprint structures similar in bulk and scale to existing buildings.

Cesar E. Chavez Parkway

Policy

- Promote Cesar E. Chavez Parkway as the community's primary ceremonial street.

Guidelines

- o Buildings should orient primary façades to Cesar E. Chavez Parkway.
- o For buildings with primary facades on Cesar E. Chavez Parkway, ground floor uses or activities should not include rubbish collection/storage, utility access, blank walls, loading bays, or other service entry points.
- o Curb cuts for parking lot or loading access are highly discouraged; parking or loading access should be made from the side street or rear alleys where they exist.
- o Building entrances should address corners at street intersections where possible.
- o Buildings should be set back five feet from the current back edge of the sidewalk to accommodate a minimum sidewalk width of 15 feet to preserve views toward San Diego Bay and allow for enhanced pedestrian amenities.
- o Where a minimum five-foot walking path exists (as part of the ideal 15-foot wide total sidewalk space), space for street vending (whether semi-permanent or mobile) should be accommodated within the setback adjacent to buildings.
- o Active ground-floor commercial retail uses should occupy storefronts.
- o Pedestrian-scaled lighting should be installed in addition to lighting for the roadway.
- o Street furniture should be placed in appropriate locations to facilitate bus waiting, resting and biking.
- o Public art installations should be incorporated into buildings and/or the streetscape.

continued...

National Avenue, Main Street, and Newton Avenue

Policy

- Emphasize National Avenue, Main Street, and Newton Avenue northwest of the San Diego-Coronado Bay Bridge in Focus Area 1 with enhanced street improvements.

Guidelines

- o Buildings should be set back five feet from the current back edge of the sidewalk or right-of-way to accommodate a minimum total sidewalk width of 15 feet to preserve views towards Downtown San Diego and accommodate pedestrian enhancements.
- o Where a minimum five-foot walking path exists (as part of the ideal 15-foot wide total sidewalk space), space for street vending (whether semi-permanent or mobile) should be accommodated within the setback adjacent to buildings.
- o Incorporate pedestrian-scale lighting in addition to lighting for the roadway.
- o Bulbouts should be installed at intersections to facilitate easier crossing of streets.

Courtyard Housing

Policy

- Encourage private courtyards in new housing developments in Focus Areas 1 and 2 to provide needed community gathering and open space for residents.

Guidelines

- o For spaces intended for family use, play equipment or large open spaces for active recreation should be provided.
- o Fence transparency should provide safety while encouraging visibility of the space from the street and vice-versa.

The above Urban Design policies and guidelines for Focus Area 1 reflect the community’s input. (circle one)

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| 5 | 4 | 3 | 2 | 1 |
| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

4.3 Area-Specific Policies - *Focus Area 2*

Logan Avenue Arts District

Policy

- Respect the existing development pattern along Logan Avenue south of the San Diego-Coronado Bay Bridge in Focus Area 2 through careful, smaller-scale infill to support a potential Logan Avenue Arts District.

Guidelines

- o New residential, commercial, or live/work buildings of up to three stories are appropriate.
- o Residential access should be facilitated through separate doors with sidewalk access for townhouse or live-work units, adjacent to live/work commercial spaces where applicable.
- o Parcel consolidation is discouraged to maintain the historic building pattern of smaller buildings on small lots.
- o Ground floors of commercial and live/work buildings should be at least 12 feet in height to accommodate an active commercial use to foster high pedestrian activity on this historic street.
- o Art installations, displays, or features should play a prominent role in the design of buildings through vibrant ground-floor displays, integration into the façade design, and/or within the public right-of-way such as street furniture, tree grates, or light standards.

Corner Market/Commercial Buildings

Policy

- Maintain the presence or accommodate the replacement of pedestrian-oriented corner markets, restaurants, and other community-serving uses to maintain their strong role in providing gathering spaces.

Courtyard Housing

Policy

- Encourage private courtyards in new housing developments in Focus Areas 1 and 2 to provide needed community gathering and open space for residents.

Guidelines

- o For spaces intended for family use, play equipment or large open spaces for active recreation should be provided.
- o Fence transparency should provide safety while encouraging visibility of the space from the street and vice-versa.

Historic Buildings Compatibility

Policy

- Ensure compatibility with historic properties in Focus Areas 2 and 4 by utilizing appropriate massing, scale, and design for new buildings.

Guidelines

- o Ground floor heights should be consistent with historic structures to maintain street-level scale. Where present/appropriate, cornice lines should be used as an appropriate reference.
- o Upper floors should utilize step-backs to ensure adequate scale if adjacent to single-story structures.
- o Whenever possible, multi-unit buildings should utilize multiple entrances, oriented to streets or courtyards.

continued...

- o Porches and stoops are encouraged and should be set up off of street level by a minimum of 24 inches to promote privacy and “eyes on the street”.
- o Historically-appropriate materials (wood siding, etc.) should be used to contribute to the consistency in residential areas.

“Granny Flat” Residential Units

Policy

- “Granny flats” should be built above garages or at the rear of properties to add needed residential units without compromising the built form of surrounding properties.

Guidelines

- o Service/loading bays and curb cuts, should be placed as far away from intersections as possible, or, where possible, in the alley.
- o Windows and entrances should be transparent to promote safety, visibility, and interaction with the street.

Plazas

Policy

- Provide a public plaza for community gathering, art displays, events and civic pride at the terminus of Logan Avenue east of 26th Street.

Guidelines

- o Pavement materials suitable for an artists’ plaza should be used, including colored concrete, pavers, and large, smooth areas of concrete for chalk and other active art events.
- o Areas for a range of activities should be provided, including a children’s play area, family dining, and relaxation or games.
- o A stage or similar platform should be accommodated at the plaza’s edge to serve as a place for community learning, organizing, and expression
- o The intersection of Logan and 26th should be re-built to allow the plaza to “bleed” into the street, creating a larger area that could be closed to traffic for festivals and other large community events.

The above Urban Design policies and guidelines for Focus Area 2 reflect the community’s input. (circle one)

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| 5 | 4 | 3 | 2 | 1 |
| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

4.4 Area-Specific Policies - *Focus Area 3*

Industrial Buildings Screening and Buffering

Policy

- Provide attractive, adequate visual screening at the edges of properties used for industrial uses.

Guidelines

- o Concrete, block, or stucco walls with murals and/or vegetation are appropriate for existing or new industrial sites.
- o Vegetative buffers consisting of berms and/or dense plantings are preferred in addition to walls for new industrial development.

Industrial Buildings Context

Policy

- Encourage new industrial buildings to better integrate with the surrounding neighborhood.

Guidelines

- o Active uses such as lobbies, offices, and retail areas should be used to provide an appropriate transition from residential uses to industrial activities.
- o Wherever possible, utilize windows, decorative bays, planting areas, and/or art or display installations along walls where screening is not possible or appropriate.
- o Long, unbroken, monotonous walls are discouraged.
- o Truck loading and/or service areas should be oriented away and screened from any adjacent or planned residential uses.

The above Urban Design policies and guidelines for Focus Area 3 reflect the community's input. (circle one)

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Agree

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Somewhat Agree

2

1

Disagree

Please share any comments:

4.5 Area-Specific Policies - *Focus Area 4*

Historic Buildings Compatibility

Policy

- Ensure compatibility with historic properties in Focus Areas 2 and 4 by utilizing appropriate massing, scale, and design for new buildings.

Guidelines

- o Ground floor heights should be consistent with historic structures to maintain street-level scale. Where present/appropriate, cornice lines should be used as an appropriate reference.
- o Upper floors should utilize step-backs to ensure adequate scale if adjacent to single-story structures.
- o Whenever possible, multi-unit buildings should utilize multiple entrances, oriented to streets or courtyards.
- o Porches and stoops are encouraged and should be set up off of street level by a minimum of 24 inches to promote privacy and “eyes on the street”.
- o Historically-appropriate materials (wood siding, etc.) should be used to contribute to the consistency in residential areas.

“Granny Flat” Residential Units

Policy

- “Granny flats” should be built above garages or at the rear of properties to add needed residential units without compromising the built form of surrounding properties.

Pedestrian-friendly Commercial Streets

Policy

- Establish a walkable, vibrant, and attractive public realm through the creation of pedestrian-friendly commercial streets that balance various modes of travel.

Guidelines

- o Sidewalks in commercial areas should be widened to 12 to 15 feet to accommodate street vending, dining, and other activities. Where possible, wider sidewalks are encouraged to provide space for additional vending or community gathering.
- o Diagonal on-street parking should be utilized wherever possible to slow traffic and provide needed parking for commercial and residential uses.
- o Street trees, pedestrian-scale lighting, bus shelters, and other furniture should be installed.
- o Bike racks should be featured on commercial streets to facilitate biking within the community.
- o Utility boxes and back flow devices should not be located on the path of travel.

continued...

Focus Area 4 (continued)

Alleys

Policy

- Enhance alleys to better serve as community amenities.

Guidelines

- o Lighting should be installed on utility poles or as a part of new development to enhance safety and security.
- o Alleys should include permeable pavement to soften surfaces and promote a more pleasant and sustainable environment.
- o New buildings should address the alley with appropriate service loading and provide windows and doors to maximize alley visibility and efficiency.

The Urban Design policies and guidelines for Focus Area 4 (beginning on previous page) reflect the community's input. (circle one)

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Agree

Somewhat Agree

Disagree

Please share any comments:

4.6 Area-Specific Policies - *Focus Area 5*

Industrial Buildings Screening and Buffering

Policy

- Provide attractive, adequate visual screening at the edges of properties used for industrial uses.

Guidelines

- o Concrete, block, or stucco walls with murals and/or vegetation are appropriate for existing or new industrial sites.
- o Vegetated buffers consisting of berms and/or dense plantings are preferred in addition to walls for new industrial development.

Industrial Buildings Context

Policy

- Encourage new industrial buildings to better integrate with the surrounding neighborhood.

Guidelines

- o Active uses such as lobbies, offices, and retail areas should be used to provide an appropriate transition from residential uses to industrial activities.
- o Wherever possible, utilize windows, decorative bays, planting areas, and/or art or display installations along walls where screening is not possible or appropriate.
- o Long, unbroken, monotonous walls are discouraged.
- o Truck loading and/or service areas should be oriented away and screened from any adjacent or planned residential uses.

The above Urban Design policies and guidelines for Focus Area 5 reflect the community's input. (circle one)

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| 5 | 4 | 3 | 2 | 1 |
| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

4.7 Policies - *Public Art*

Public Art

Policies

- Coordinate closely with the City Commission for Arts and Culture, the Port of San Diego's Public Art programs, and representatives of the Barrio Logan arts community on public art programs, including projects funded by the City public art program in lieu fees, to promote diverse installations that help to create and reinforce the uniqueness of Barrio Logan as well as reflect and celebrate the array of regional cultural and environmental influences.
- Develop future public art as part of new development projects.
- Strengthen Barrio Logan's identity as a local cultural and arts center through the use of public art in public spaces such as trolley stations, sidewalks, streets, parks, and in building lobbies.

Guideline

- o Public art installations should be emphasized on Cesar E. Chavez Parkway, Logan Avenue and National Avenue.

Gateways

Policy

- Create gateways into Barrio Logan by incorporating public art into landscaping, lighting, paving, and/or signage.

Integrate Historical Elements

Policy

- Integrate art program with preservation/remembrance of historic elements of Barrio Logan culture and structures.

Live/Work Artist Space

Policy

- Ensure live/work artist spaces enliven the street (especially the Logan Avenue Arts District) while providing housing and work spaces for local artists to reside.

Guidelines

- o Ground floor spaces of live/work units should emphasize artists' works, with accessible entrances, transparent windows, and display areas.
- o Utilize the proposed plaza at Logan and 26th to augment and display Barrio Logan artists' works.

Inclusive Art Design

Policy

- Support community diversity of history, culture, climate, environment, and people through inclusive arts displays accessible to non-English speaking residents, seniors, and visually and hearing impaired populations.

continued...

Temporary Art Exhibitions

Policy

- Utilize vacant and/or underutilized storefronts and other non-residential buildings for temporary arts exhibitions.

Performance Space

Policy

- Encourage the provision of spaces for performances and art events in neighborhood parks, community centers, schools, transit stations, residential developments and public areas in private development.

CIP Funds Set-Aside

Policy

- Continue to set aside funds from the capital improvement project budget for public art and arts-related improvements such as the preservation of Chicano Park murals as well as the Aztec Brewery Artifact collection.

Public Spaces

Policy

- Continue efforts to create meaningful, memorable, and culturally-significant public spaces in Barrio Logan that are integrated with public art.

The above Urban Design policies and guidelines reflect the community’s input. (circle one)

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| 5 | 4 | 3 | 2 | 1 |
| Agree | | Somewhat Agree | | Disagree |

Please share any comments:

Additional Comments:

Additional Comments: